

Connector Message for Person, Claire

To: Person, Claire
From: Moore, Edna
Date: Sun, Dec 4, 1994 1:34 PM
Subject: FW: B&H Bus Customization

Claire, FYI. This, obviously speaks to the customization of the B&H Bus. Please let's discuss. Thanks.

To: Poole, Laura
Cc: Cohen, Maria; Moore, Edna; Tarring, Greg
From: GMR on Wed, Nov 23, 1994 11:13 AM
Subject: B&H Bus Customization

Item 1399171 94/11/23 10:52

From: GMR GMR Marketing

To: POOLE* LAURA@PHILMORR# Philip Morris LAN
cc: MOORE* EDNA@PHILMORR# Philip Morris LAN
COHEN* MARIA@PHILMORR# Philip Morris LAN
TARRING* GREG@PHILMORR# Philip Morris LAN

Sub: B&H Bus Customization

Laura,

Just FYI, we have located a company near Milwaukee (in Racine) that can do the same type of vinyl bus application as the company in NYC. They do all of the Milwaukee city buses - same type of process with "wild" graphics. Presently, they are working on some Foster's vans for us. They work from a computer disk that our art department gives them.

Given that Leo Burnett is in Chicago and we're here, it may be advantageous to work with someone closer to us. Anyway, we're asking them to come in on Monday morning. We'll solicit a quote and will forward some samples of their work to you. I don't know whether or not Leo Burnett is familiar with this process but it is really way beyond just logo application - after we send them some samples they may want to get more "creative" with the graphics. Your call.

Also, I've called the state fair folks but haven't heard back yet. I'll let you know. More later...

Caroline

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